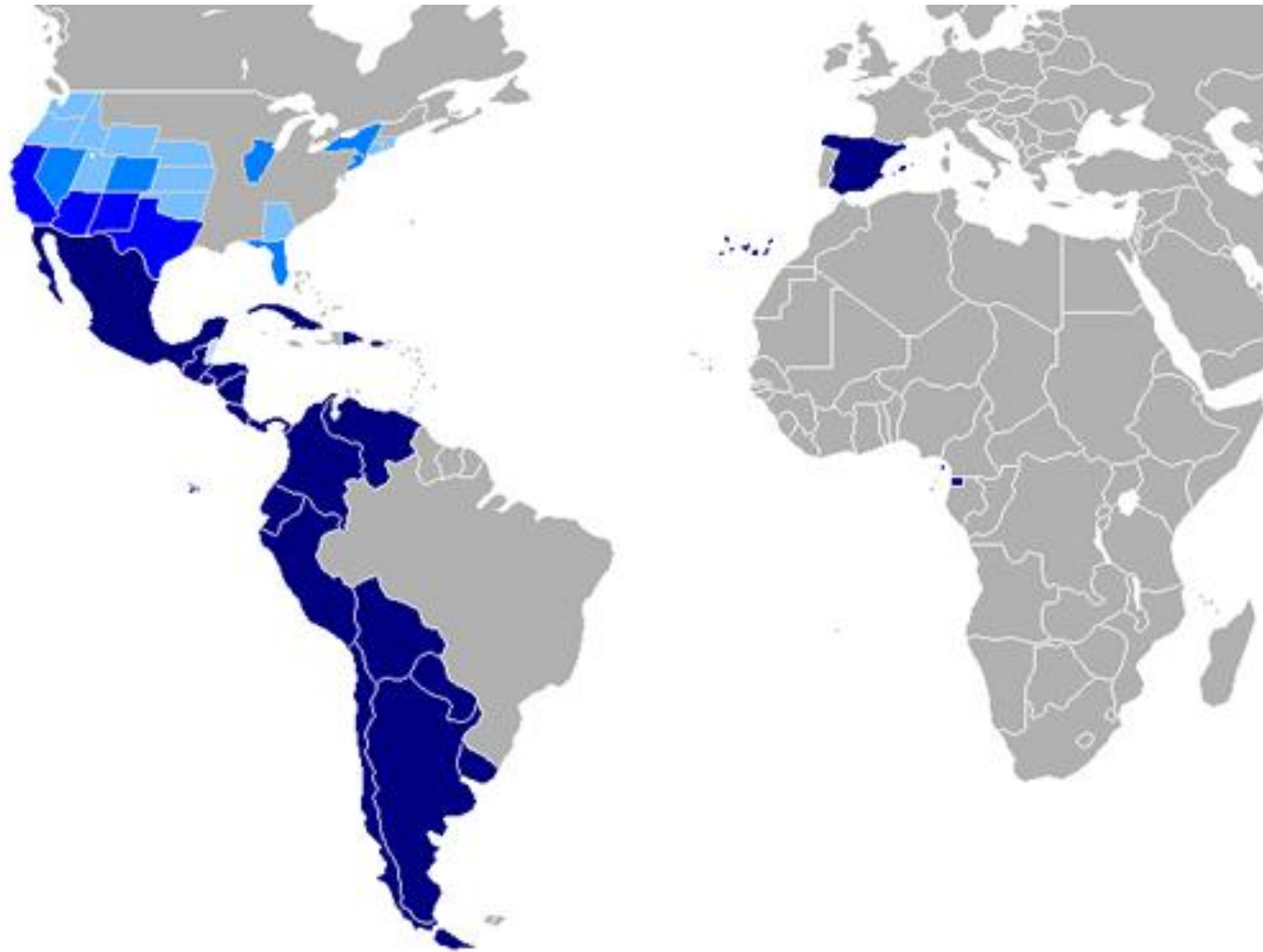




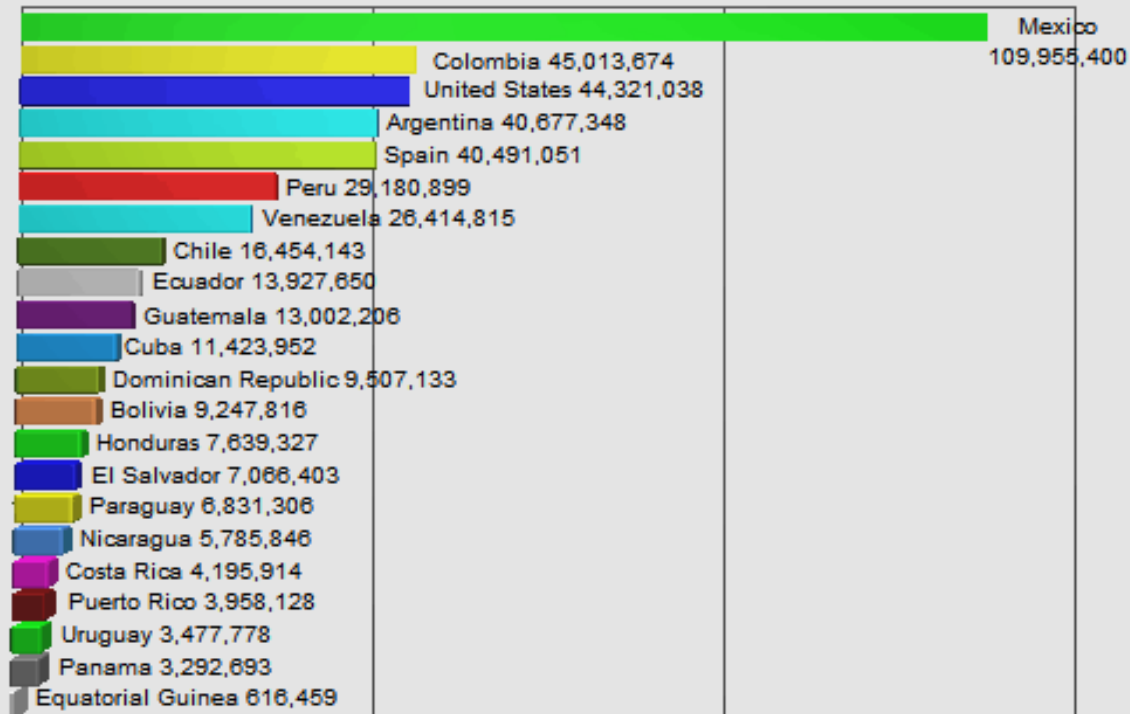
Spanish, 3rd most spoken language



USA, third largest market

Worldwide Spanish Speaking Population

(by country and the number of people)



4th largest book industry in the world



Circa 200,000 titles a year – 6 billion euros industry



Diversified offer

30% of the books published in Spanish are translations

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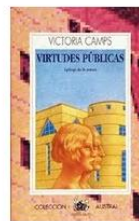
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Books



Public Virtues

Victoria Camps

In what do we believe or not believe? And what link



In Praise of Unhappiness

Emilio Lledó

If happiness is a process, a



Ethics of Cordial Reason. Educating in Civic Values in the 21st Century

Adela Cortina



Dictionary of the Arts

Félix de Azúa

Under the guise of a dictionary, Azúa has

Only 3% of books published in USA are translations

Most books produced by Spanish big 6

Local production, but 30% imported from Spain

28% of local production is exported to USA



Fuente: Cuadro 2-4

Spain is the port of entry to LatinAmerica

LATAM are growing economies



Books do not travel across the region





Limited digital offer

español



Trade: Around 1.5% of total sales
Academic: Up to 3% of total sales
STM: Up to 5% of total sales

Growing demand



Estimated digital “piracy”: around 200 million euros per year
More than 250 million books are photocopied in LATAM each year

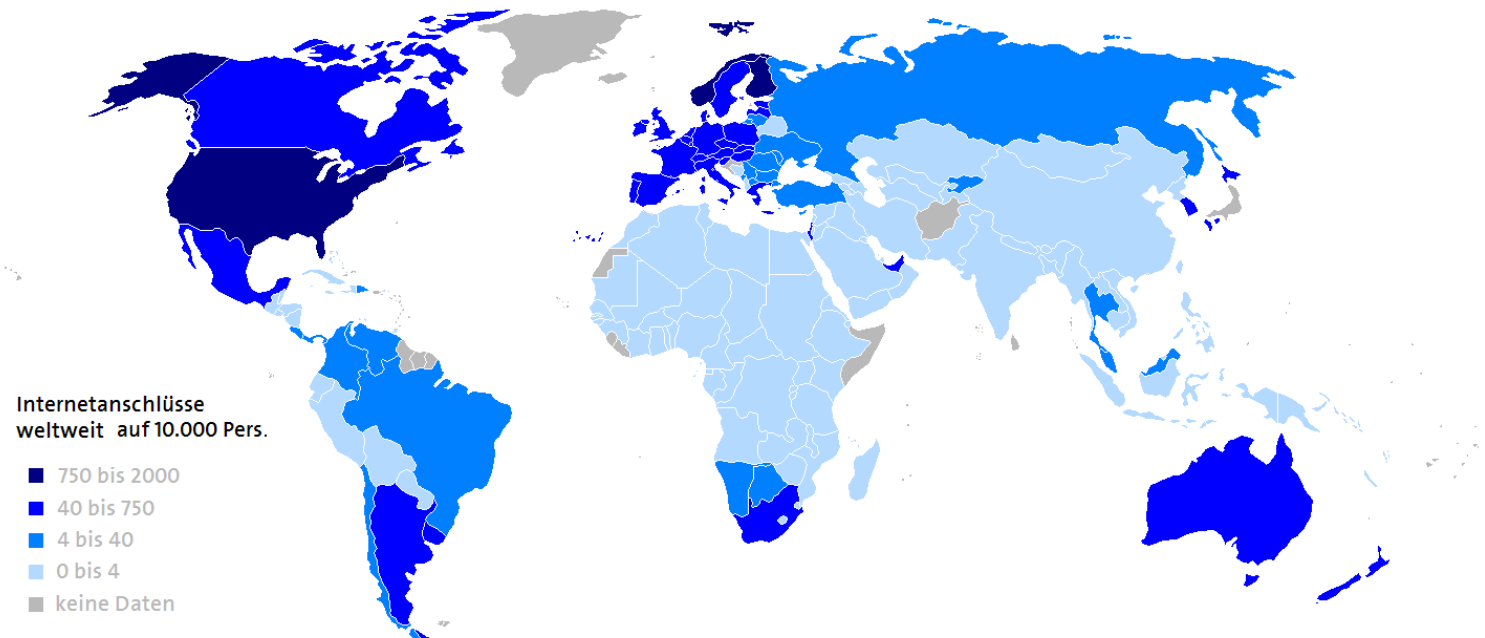


Fast forward market



Mobile, social networks, ebanking, etc

Limited Internet access in the region



Only 23% of the population has access to Internet

Versus 65% in Spain



Huge E-commerce growth



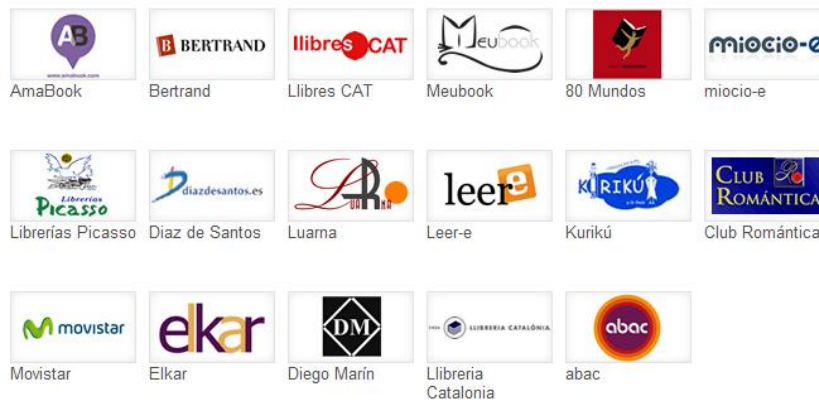
Spaniards buy 4 x more from foreign webs

Large number of local players

Tiendas

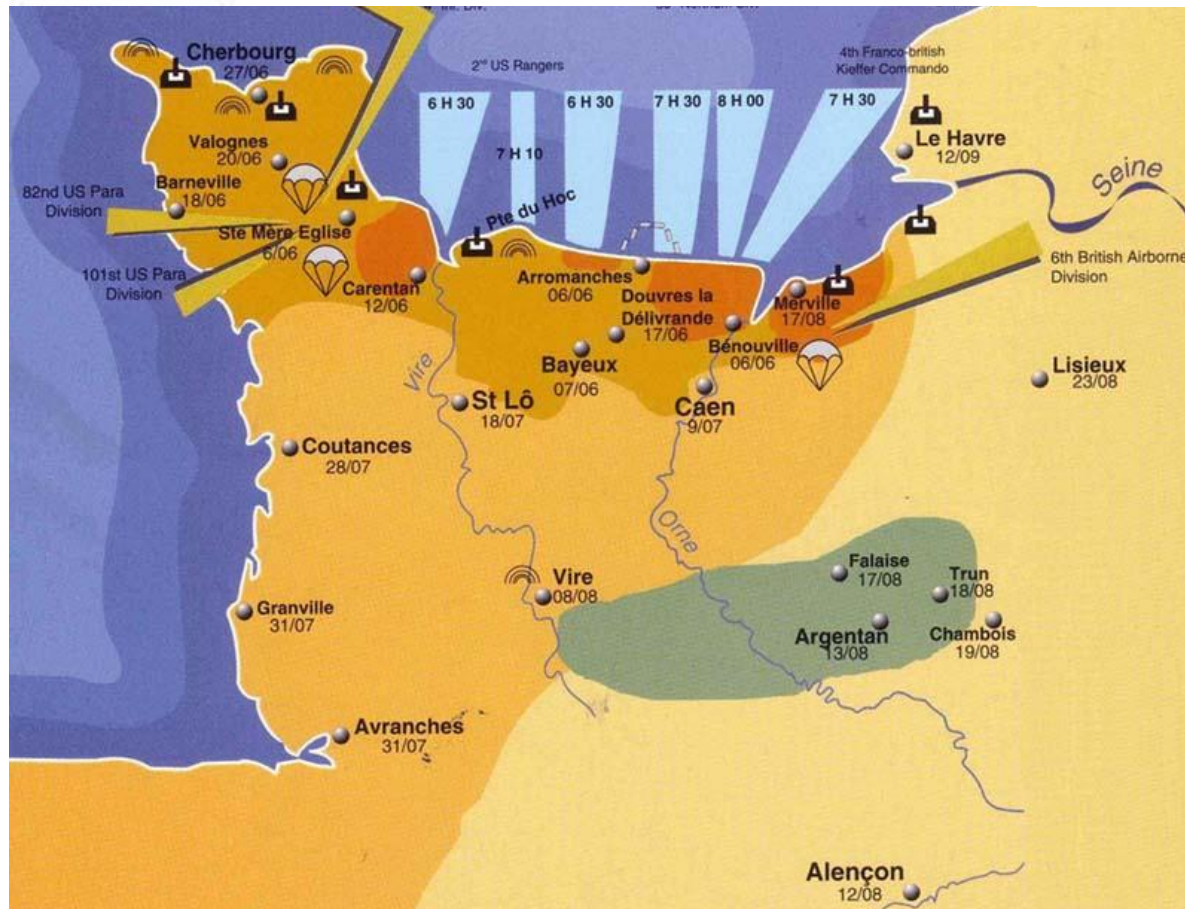


Próximamente

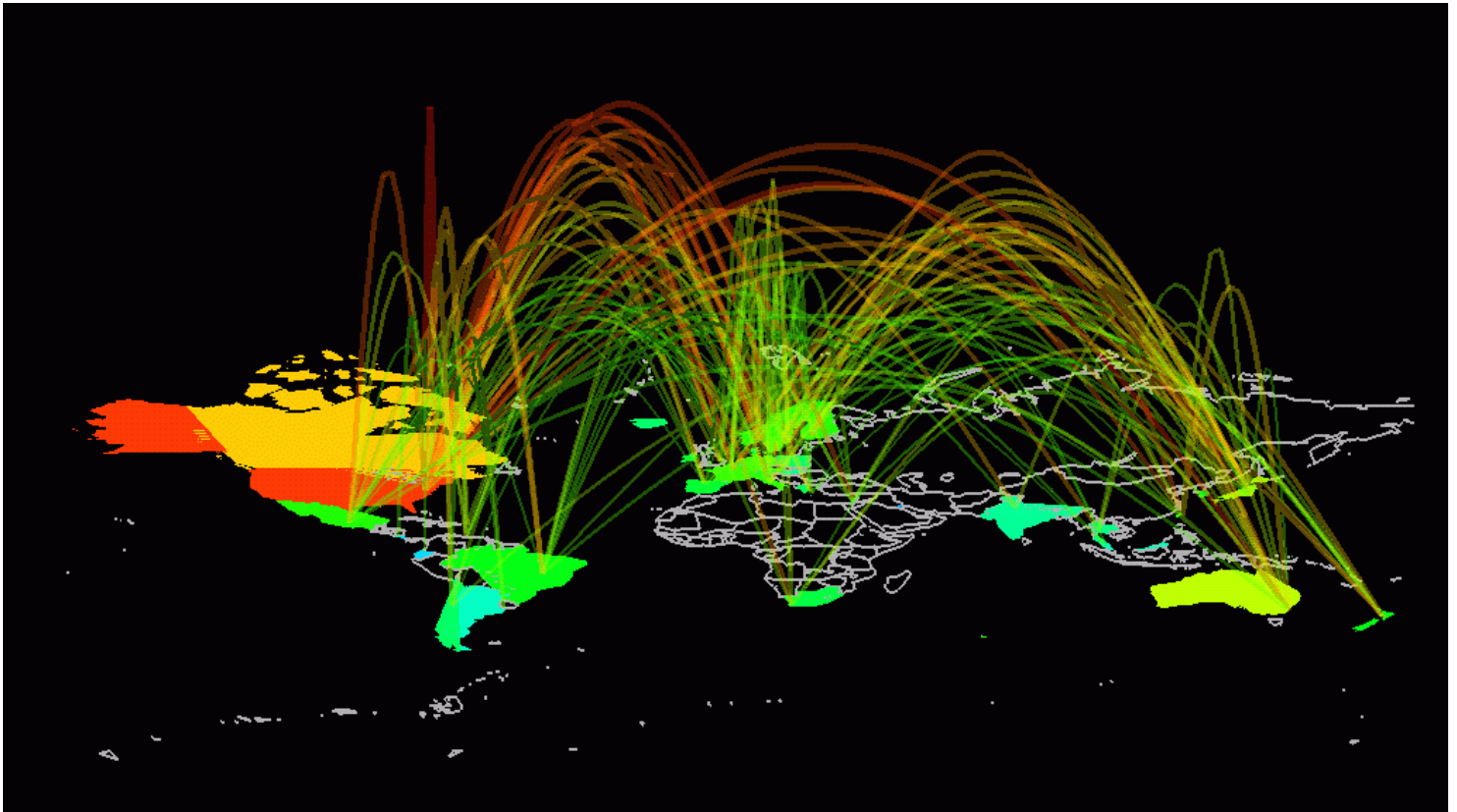




Landing of international players



Internet has no frontiers



Just language frontiers



Language cross-selling

Hola. Identificate para recibir [recomendaciones personalizadas](#). ¿Eres un cliente nuevo? [Empieza aquí](#).

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Todos los departamentos

Buscar

1R Cesta Lista de deseos

Libros en idiomas extranjeros

Búsqueda avanzada

Todos los géneros

Novedades

Los más vendidos

Todos los Libros

Catalán

Gallego

Euskera

Inglés

-30% en Libros en inglés

-30% en más de medio millón de libros en inglés

¿Buscas un libro de tu autor inglés favorito?

¿Deseas aprender inglés o simplemente prefieres leer tus libros preferidos en su idioma original?

Novedades

Últimos 30 días (1)

Últimos 90 días (2)

Próximos 90 días (4)

Departamento

Libros en idiomas extranjeros

-30% en libros en inglés

Acción y aventura (6.963)

Arte, cine y fotografía (91.327)

Biografías, diarios y hechos reales (46.258)

Calendarios (1.937)

Ciencias, tecnología y medicina (159.384)

Consulta (35.670)

Cómics y manga (14.249)

Deporte (20.837)

Derecho (23.060)

Economía y empresa (80.359)

Fantasia, terror y ciencia ficción (16.072)

Ficción histórica (7.218)

Guías de estudio y repaso (5.024)

Historia (112.072)

Hogar, manualidades y estilos de vida (50.064)

Humor (8.922)

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Eragon

Paulo Coelho

Thrillers

Isabel Allende

El cartel de Sinaloa

El Aleph

Cada día es viernes

El Pest

Region cross selling





Price transparency



Worldwide content alliances (languages)



SKYTEAM ASSOCIATES



Acceleration of the digital race in the Spanish markets



<http://www.flickr.com/people/7843389@N02>



Muchas gracias / Thank you

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